CLAIM AMENDMENTS

1-35. (canceled)

36. (currently amended) A system for providing a server-side wallet service, the system comprising:

a service web site that provides functionality for users to register with the wallet service and to provide customer information and authentication information for use of the wallet service, said customer information including payment information for making purchases from merchant web sites that support customer use of the wallet service; and

a server system that authenticates registered users of the wallet service and ~~selectively~~ disseminates the customer information of the registered users to the merchant web sites in response to user requests, the server system thereby allowing registered users of the wallet service to make purchases from the merchant web sites using previously-specified customer information;

wherein the server system is responsive to a request to transfer the customer information of a registered user to a selected merchant web site by at least (1) using the authentication information of the registered user to authenticate the registered user, and (2) if the registered user is successfully authenticated, sending customer information of the registered user to the selected merchant web site to permit the merchant web site to transact a sale to the registered user, whereby the <u>system enables the</u> registered user ~~may~~ <u>to</u> make a purchase from the selected merchant web site without having a preexisting account with, ~~and without providing payment information to,~~ the selected merchant web site;

and wherein the server system ~~further tracks purchases made by the registered user from the merchant web sites, and provides the registered user with a unified history of such purchases~~ <u>maintains a log of purchases made by the registered user from each of a plurality of merchant web sites, uses the log to generate an interests profile for the registered user, and disseminates the interests profile to the merchant web sites to allow the merchant web sites to provide personalized content to the registered user.</u>

37. (previously presented) The system as in Claim 36, wherein the customer information of the registered user includes shipping information of the registered user.

38. (previously presented) The system as in Claim 36, wherein the server system supports an ability for registered users to make single-action purchases from merchant web sites.

39. (currently amended) The system as in Claim 36, wherein the server system ~~maintains a log of purchases made by the registered user from each of a plurality of merchant web sites, and~~ provides the registered user online access to the log.

40. (canceled)

41. (currently amended) A method for facilitating online transactions between users and online merchants, the method comprising:

storing customer information for each of a plurality of registered users in a database, said customer information including payment information of registered users;

receiving a request that the customer information of a registered user be provided to a selected merchant web site system, said request generated in response to an action performed by the registered user while accessing the merchant web site system;

receiving authentication information submitted by the registered user;

verifying that the authentication information submitted by the registered user is valid; and

in response to determining that the authentication information submitted by the registered user is valid, transmitting customer information of the registered user to the selected merchant web site system to allow the registered user to make a purchase from the merchant web site system using previously specified information stored in the database;

whereby the registered user may make a purchase from the selected merchant web site system without having a preexisting account with~~, and without providing payment information to,~~ the selected merchant web site system;

wherein the customer information of the registered user <u>transmitted to the merchant web site system</u> further includes an interests profile that reflects purchases made by the registered user from each of a plurality of online merchants, such that the merchant web site system may personalize web site content for the registered user.

42. (previously presented) The method of Claim 41, wherein the customer information of the registered user includes shipping information of the registered user.

43. (canceled).

44. (previously presented) A method of supporting transactions between users and online merchants, the method comprising:

provided an electronic wallet service that allows users to make purchases from online merchants using previously-specified payment information;

maintaining a purchase history for at least a first user of the wallet service, said purchase history representing purchases made by the first user from a plurality of online merchants;

generating an interests profile that reflects said purchases made by the first user from the plurality of online merchants; and

transmitting the interests profile of the first user to a web site system of at least one online merchant to allow the online merchant to provide personalized web site content to the first user.

45. (previously presented) The method of Claim 44, wherein the interests profile is transmitted to the web site system in response to use by the first user of the electronic wallet service to make a purchase from the web site system.

46. (previously presented) A method of enabling a user to make a purchase from a merchant web site with which the user has not set up an account, the method comprising:

registering the user with an information service, wherein registering the user comprises obtaining a name of the user and payment information of the user, and storing the name and payment information on an information service server, wherein the information service server belongs to a domain other than a domain of the merchant web site;

storing a cookie on a computer of the user, wherein the cookie corresponds to a domain of the information service server;

providing, in a web page of the merchant web site and in conjunction with a description of a purchasable item, a reference to a graphic served by the information service server, such that when a browser running on the computer of the user retrieves the web page, the browser is caused to request the graphic from, and transmit the cookie to, the information service server; and

at the information service server, in response to receiving the cookie and a request for the graphic from the computer of the user, returning to the computer of the user a single-action purchase graphic indicating that the item may be purchased with a single selection action, said single-action purchase graphic being selectable by the user to purchase the item.

47. (previously presented) The method of Claim 46, wherein the single-action purchase graphic includes a name of the user.

48. (previously presented) The method of Claim 46, wherein the single-action purchase graphic includes a field for the user to enter a password to be submitted to the information service server.

49. (previously presented) The method of Claim 46, wherein the web page is encoded such that, when the user selects the single-action purchase graphic, a merchant identifier and an identifier of the item are transmitted from the computer of the user to the information service server.

50. (previously presented) The method of Claim 46, further comprising, at the information service server, responding to user selection of the single-action purchase graphic by transmitting at least the name and payment information of the user to a computer of the merchant web site.

51. (previously presented) The method of Claim 50, further comprising, at the information service server, responding to user selection of the single-action purchase graphic by transmitting shipping information of the user to the computer of the merchant web site.

52. (previously presented) The method of Claim 46, further comprising, at the information service server, responding to user selection of the single-action purchase graphic by charging the user for the item.

53-59. (canceled)

60. (currently amended) A method of personalizing a web page of a web site, the method comprising:

~~storing~~ sending a cookie ~~on~~ to a computer of a user <u>for storage thereon,</u> wherein the cookie corresponds to a domain of a server that has access to at least a name of the user, said domain being different from a domain of the web site so that the cookie is not transmitted to the web site;

providing, within coding of the web page, a reference to a graphic served by the server, such that when a browser retrieves the web page, the browser is caused to request the graphic from the server; and

when a browser running on the computer of the user retrieves the web page from the web site and sends a resulting request for the graphic to the server, responding to the request by at least: (a) using the cookie transmitted with the request to identify the name of the user, (b) incorporating the name of the user into an image, and (c) returning the image to the user computer for display within the web page.

61. (previously presented) The method of Claim 60, wherein the image is a single-action purchase graphic that is adapted to be selected by the user to complete a purchase of an item represented within the web page.

62. (previously presented) The method of Claim 60, wherein the image includes a field for the user to enter a password to be submitted to the information service server system.

63. (previously presented) The method of Claim 60, further comprising, at the server, responding to user selection of the image by transmitting at least the name and payment information of the user to the web site.

64. (previously presented) The method of Claim 60, further comprising, at the server, responding to user selection of the image by charging the user for an item represented within the web page.

65. (canceled)

66. (currently amended) The system of Claim 36, wherein the ~~unified history~~ log includes information about transfers of the customer information of the registered user to specific merchant web sites.

67. (currently amended) A method of personalizing a web page of a web site, the method comprising:

sending a cookie to a computer of a user for storage thereon, wherein the cookie corresponds to a domain of a server that has access to at least a name of the user, said domain being different from a domain of the web site so that the cookie is not transmitted to the web site, and wherein the web page includes ~~;providing, within coding of the web page,~~ a reference to an object served by the server, such that when a browser retrieves the web page, the browser is caused to request the object from the server; and

when a browser running on the computer of the user retrieves the web page from the web site and sends a resulting request for the graphic to the server, responding to the request by at least: (a) using the cookie transmitted with the request to identify the name of the user, (b) incorporating the name of the user into an instance of the object, and (c) returning the instance of the object to the user computer for display within the web page.

68. (previously presented) The method of Claim 67, wherein the instance of the object comprises a single-action purchase object that is adapted to be selected by the user to complete a purchase of an item represented within the web page.

69. (previously presented) The method of Claim 67, wherein the object is a graphic.